



Building the Workforce that Builds our Homes. Together.

**Introduction to
International Code Council
2023**





Building Talent Foundation's purpose is to **address the severe and persistent talent shortage across skilled trades** by improving talent supply, training and retention.



BTF Changed Michael's Life

From Underemployed in Healthcare to Fully Employed as Electrical Trim Installer in Jacksonville, FL

Michael had a very difficult childhood. With no father figure, he and his three siblings watched their hardworking mother juggle multiple jobs just to make ends meet. Seeing his mother struggle was tough, but it motivated Michael. He wanted a better future for himself and his family. He also wanted to make his mother proud.

While working long, irregular hours as a Patient Service Associate, an opportunity presented itself that would change everything. Through **Building Talent Foundation**, he learned about an electrical apprenticeship program held at **Strada Services**, a **BTF** partner referred to us by **Lennar**. **Strada Services** provides quality training to people with no skills, so Michael saw this as a smart next step. He'd always been interested in electrical work and this apprenticeship program could help him reach his goal.

With coaching and guidance from **BTF**, Michael started on this promising career path. He worked hard in the apprenticeship program, gaining valuable skills. Upon completion of the program, **Strada Services** offered him a life-changing opportunity - a full-time job with regular hours and great pay.

Now, Michael is a skilled electrician with a steady paycheck. He's achieved his goal of building a better future for himself and his family.

Michael, we are so proud of you, and we can't wait to see how far this incredible career takes you.



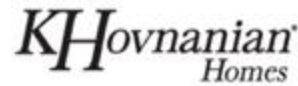
"I'm very appreciative of the opportunity that Strada and BTF have given me."

LENNAR[®]

STRADA
ELECTRIC • SECURITY
AIR CONDITIONING

BTF Social Investors

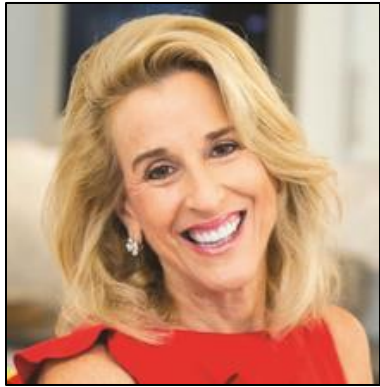
Leading Builders of America (LBA) member companies established Building Talent Foundation in 2019 with an initial grant of \$1.3 million.



Several of their industry partners provided additional support



BTF Board of Directors



Sheryl Palmer

Chairman & CEO

Taylor Morrison

BTF Board Chairman



Alan Norris

CEO & President

Brookfield Residential

BTF Board Treasurer



Douglas F. Bauer

CEO & Director

Tri Pointe Homes

BTF Board Secretary



Ken Gear

CEO

Leading Builders of America

BTF Board Assistant
Treasurer



Phillip Theodore

President, Product & Solutions

Resideo Technologies

BTF Board Member

The Talent Shortage Challenge



3.8M

Shortage of housing units



2.2M

New workers needed by 2024 to meet the United States' housing demands



400,000

Average monthly **unfilled vacancies** in construction in 2022



43%

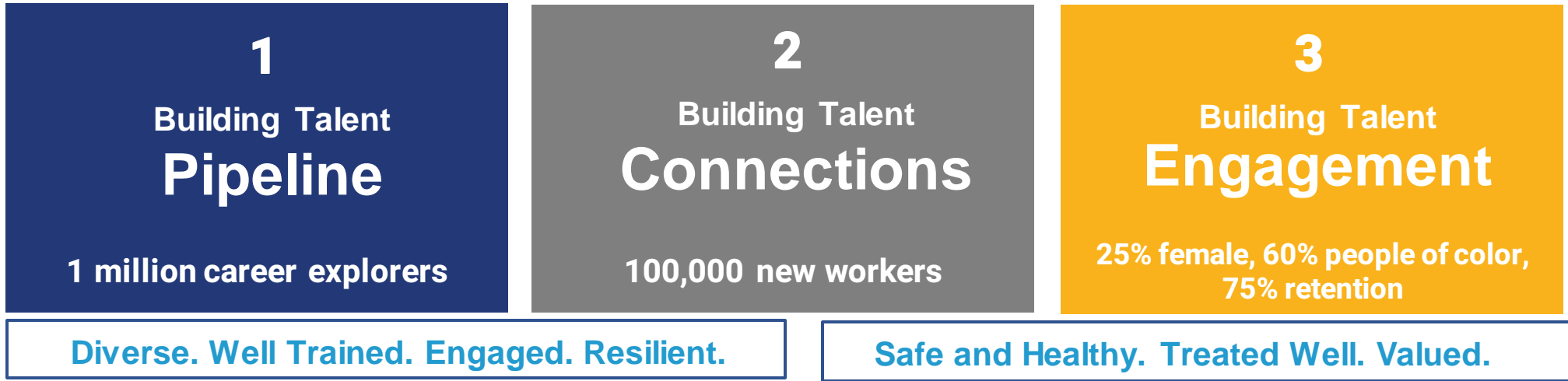
Residential construction frontline workers with **1 to 5 years of experience thinking of another job**



40%

Of the construction workforce are expected to **retire by 2031**

Building a Sustainable Workforce in Residential Construction:



Students



Schools
and
Colleges



Trades



Builders



Suppliers



Builders & Trades
Associations

The BTF Engagement Manager

BTF Engagement Managers are the **engines that drive the successful implementation of our strategy** on the ground.

Promoting

Careers in
Construction



Coaching

Job Seekers to
Achieve Success



Managing

The Recruitment
Process



Building

Relationships
with BTF Partners



BTF is Changing Lives

Jason Fentress
Knoxville, TN

From Factory Worker to
Log Home Carpenter
at Keith Freant Construction



Jacquelyne Herring
Atlanta, GA

From Overnight Supervisor
to Painter at Georgia Tech



Roxanne Robago
San Antonio, TX

From Team Lead at Burger King
to Painting Apprentice
at CertaPro Painters



Ashli Alonza
Naples, FL

From US Navy
to Customer Service Rep.
at Taylor Morrison



BTF Results

Building Talent Pipeline:

Make homebuilding
a career of choice

641

Career, Soft Skills Training,
& Hiring Events
2022-2023YTD

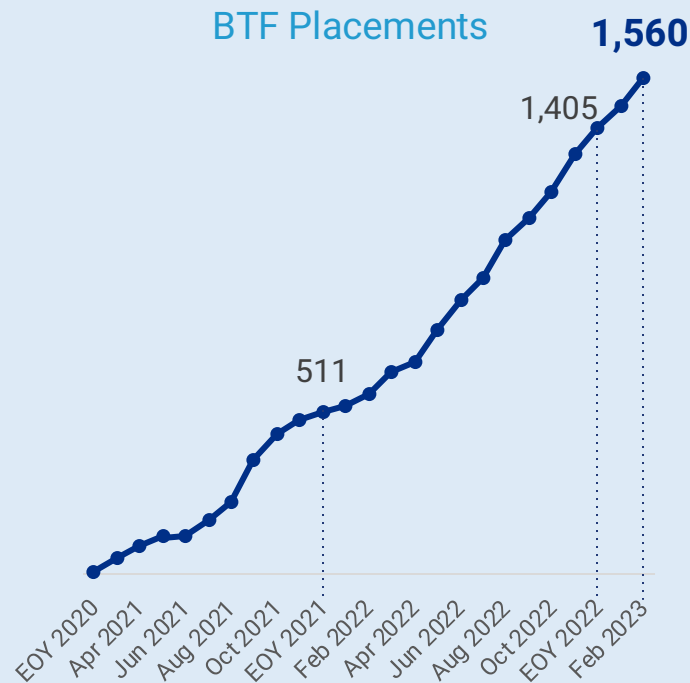
More than

35,000

People Engaged

Building Talent Connections:

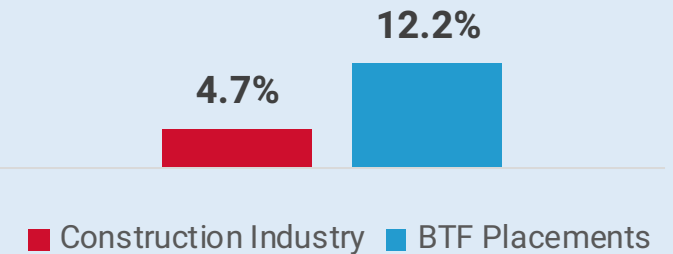
Connect employers
and job seekers



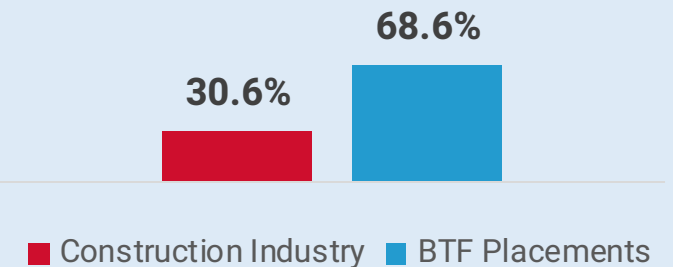
Building Talent Engagement:

Support the growth of trade
partners with diverse talent

% of Female Workers in Trades



% of People of Color Workers



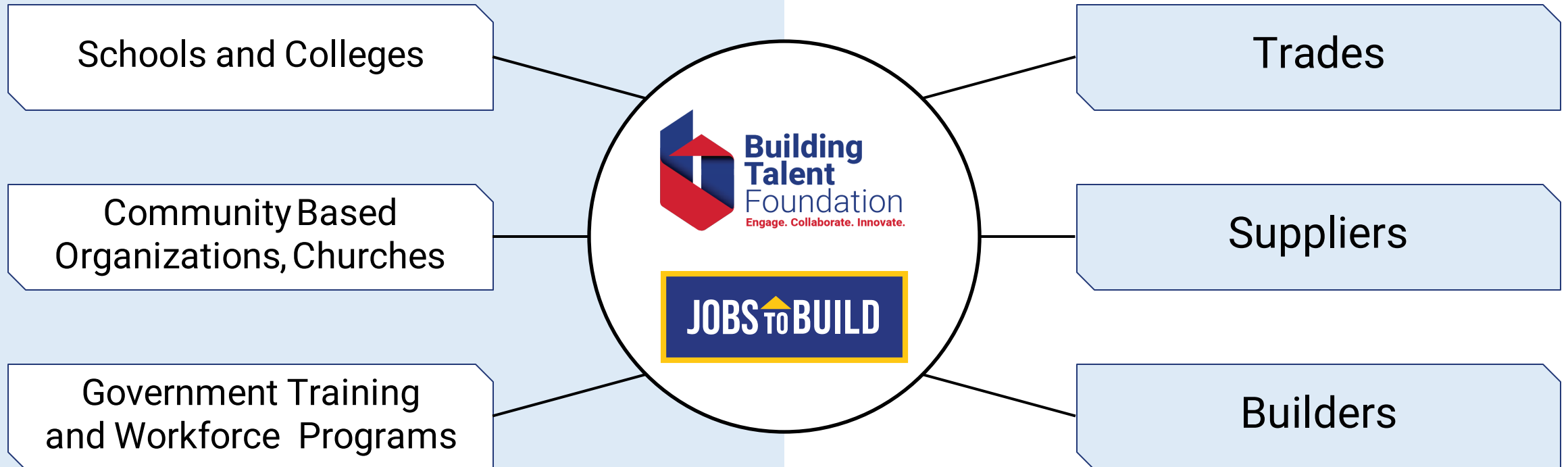
BTF Strengths: Recruitment



BTF Strengths: Partnerships

Talent Supply

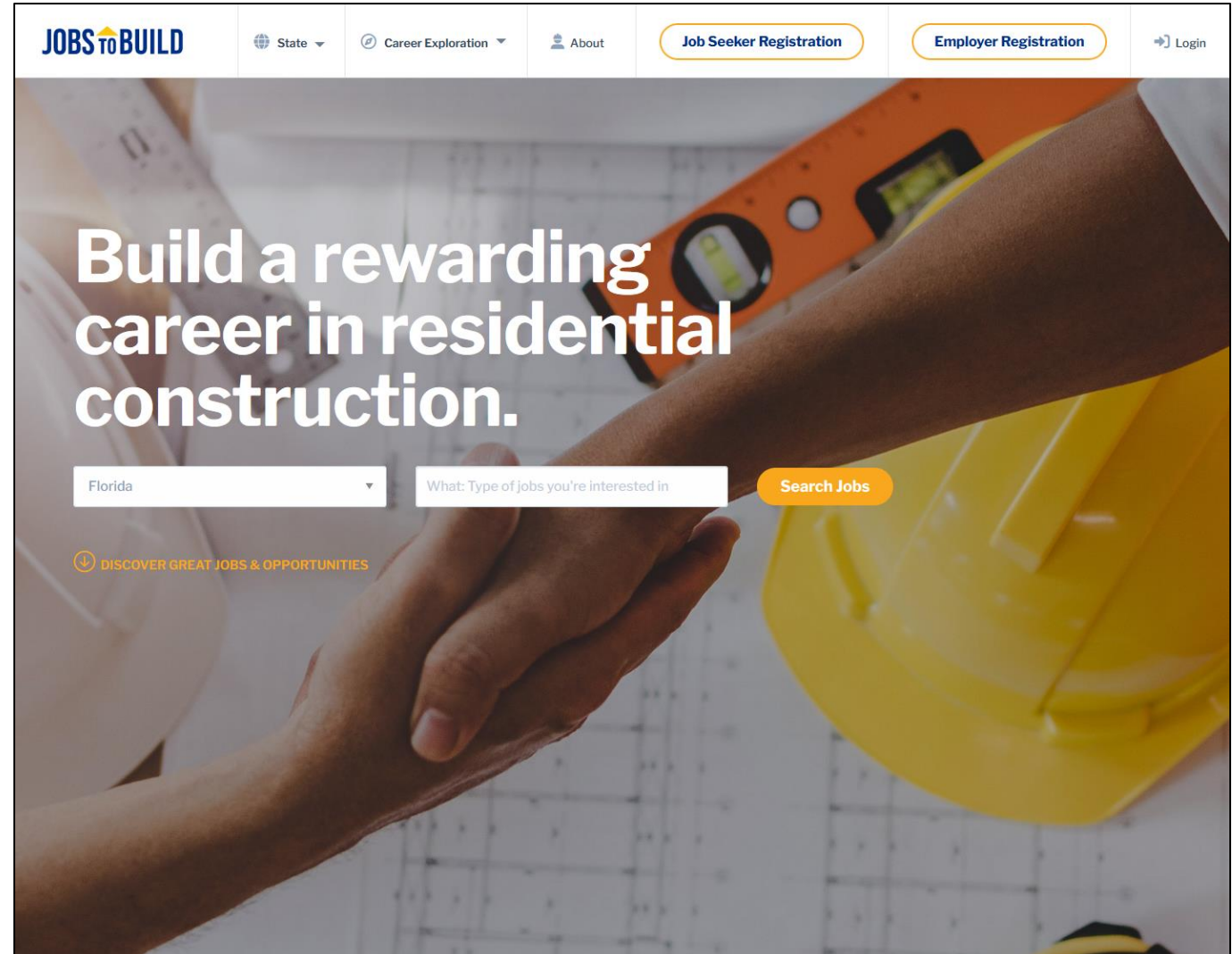
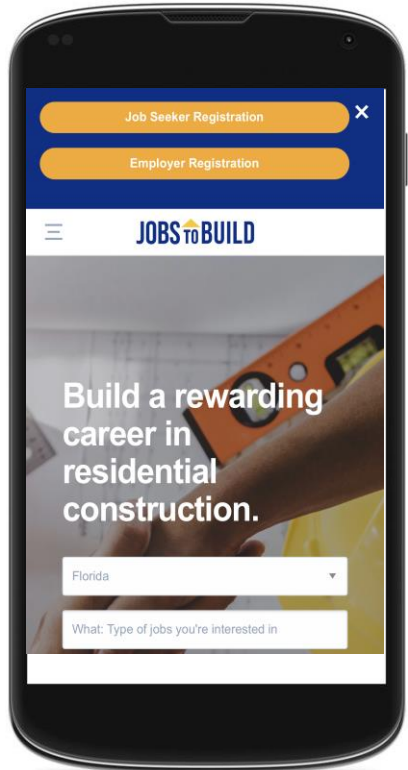
Talent Demand



500+
Education & Recruiting
Partners

600+
Employer
Partners

BTF Career Platform - JobsToBuild



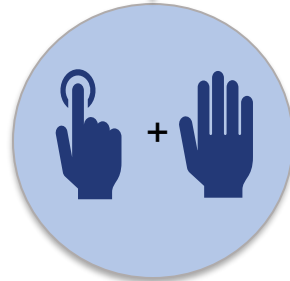
National, centralized, cloud-based platform that provides information on career pathways, links to training programs, job search, and job matching.

The Benefits of

JOBS^{to}BUILD



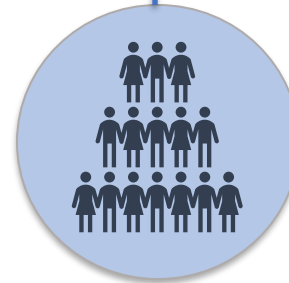
**No Cost
to Register
& Post Jobs**



**High Tech and
High Touch**



**Maximize
Results –
Minimize
Hiring Time**



**Thousands of
Diverse Candidates**



**Mobile Ready in
Any Language**



Also featuring a built-in Translator for Military to Civilian Skills!





Plenty of skilled talent on the jobsite means:



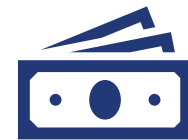
More homes built on time



Higher quality builds



Less rework required



Lower overall costs

Building the Workforce that Builds our Homes. Together.

How can BTF help?



Promote International Code of Conduct to youth at BTF partner high schools & trade school



Promote ICC's Technical Training Program (TTP) to trade schools and job seekers



Educate job seekers & students on career options after receiving ICC training & licensure



Recruit and support candidates to enroll into programs offered by ICC



Deliver the message of building safety



During BTF career events and job fairs, **ICC members can engage with and present to students** enrolled in programs offered by BTF educational partners.

BTF & ICC Partnership Goals

Broaden Safety 2.0 message beyond ICC membership

- ✓ Reach High School and Trade School students
- ✓ Introduce Code of Conduct Construction technology programs

Engage ICC Members as S2.0 Ambassadors at BTF events

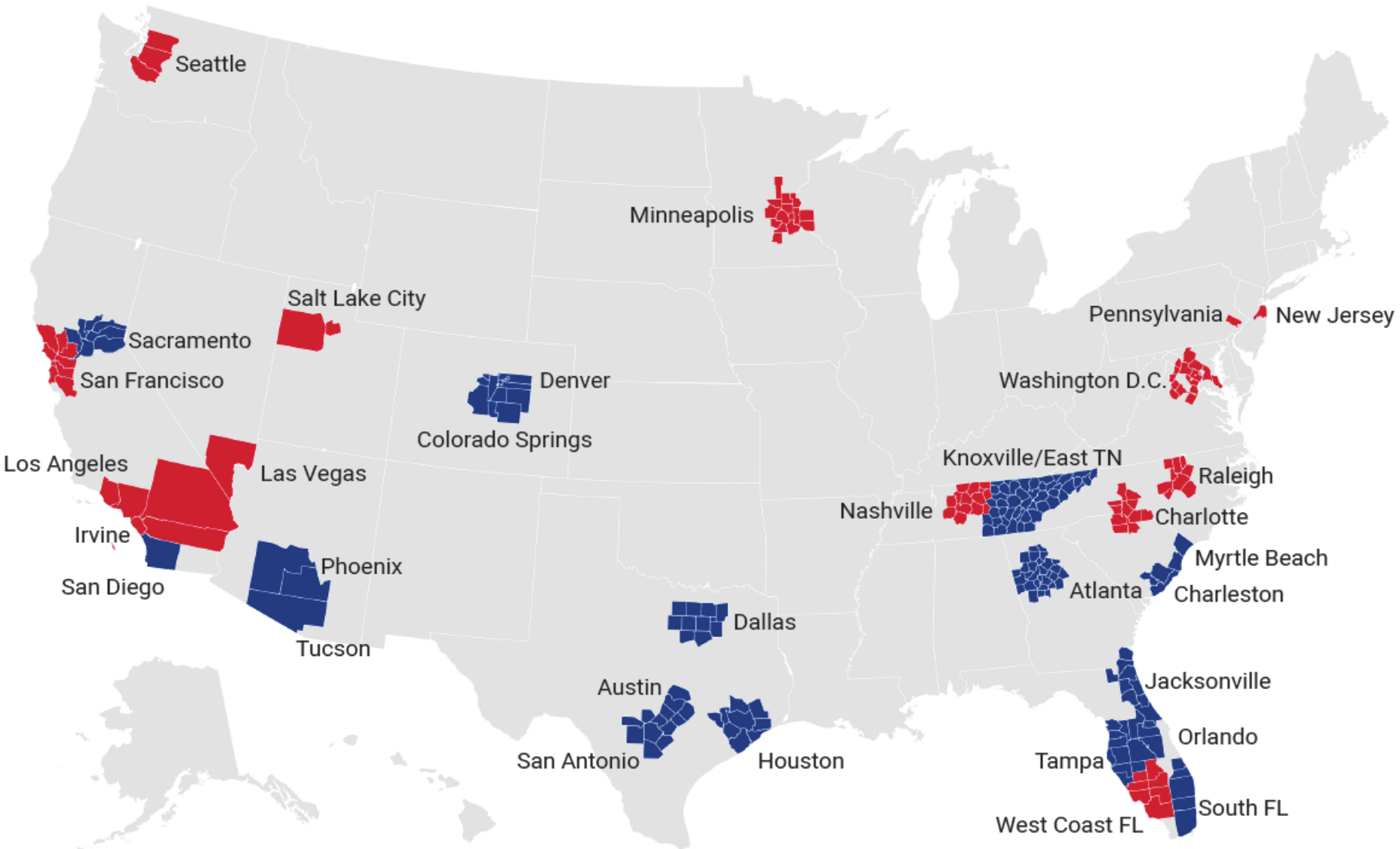
- ✓ 400 Chapters
- ✓ Motivate Chapter Leaders

Educate BTF Audience

- ✓ Career Opportunities in Building Safety
- ✓ Path to Success (ICC certification)
- ✓ Safety 2.0 Resources for Young Professionals



BTF Markets



- 2023: 16 - 20
- 2024: 20 - 25 markets
- 2025: 25 - 30 markets (including secondary markets)

- Active Markets
- Projected Markets to Open by 2025 (30)



BTF National Presence

Market	Engagement Manager	Phone Number	Email
Orlando, FL	Paola Rivera	407-405-0469	paola.rivera@buildingtf.org
South Florida	Waine Weeks	954-696-5494	waine.weeks@buildingtf.org
Jacksonville, FL	Rodney Mills	904-234-8186	Rodney.mills@buildingtf.org
Tampa, FL	Rachael Nelson	813-565-1628	rachel.nelson@buildingtf.org
Atlanta, GA	Derrick Henderson	470-413-1450	derrick.henderson@buildingtf.org
South Carolina	Doug Obenour	843.457.7881	Doug.Obenour@buildingtf.org
Charleston, SC	Brenda Kennedy	843-343-8223	brenda.kennedy@buildingtf.org
San Antonio, TX	Jenna Garcia	210.677.2976	jenna.garcia@buildingtf.org
Houston, TX	Oscar Salazar	210-781-9090	oscar.salazar@buildingtf.org
Austin, TX	Ashley Steffens	702-637-8649	ashley.steffens@buildingtf.org
Phoenix AZ	Chris Rivera	407-408-5392	christopher.rivera@buildingtf.org
Sacramento, CA	Elson Randolph	916-705-3800	Elson.Randolph@buidingtf.org
San Diego, CA	Joe Ventura	619-253-5843	joe.ventura@buildingtf.org
Knoxville/ East Tennessee	Jonathan Karg	865-203-4343	jonathan.karg@buildingtf.org
Dallas, TX	Allyson Kennon	312-620-7455	Allyson.Kennon@buildingtf.org
Denver, CO	Justin Pries	321-527-0643	Justin.pries@buildingtf.org

Let's work together to build a stronger, more resilient workforce.



Engage. Collaborate. Innovate

To discuss how we can work together, please contact:

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407-405-0469

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